

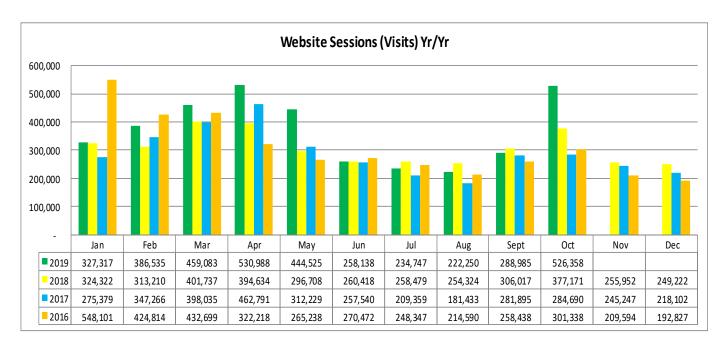
# **TOURISM INDUSTRY INDICATORS**

**NOVEMBER 2019 MONTHLY TRACKING DASHBOARD** 

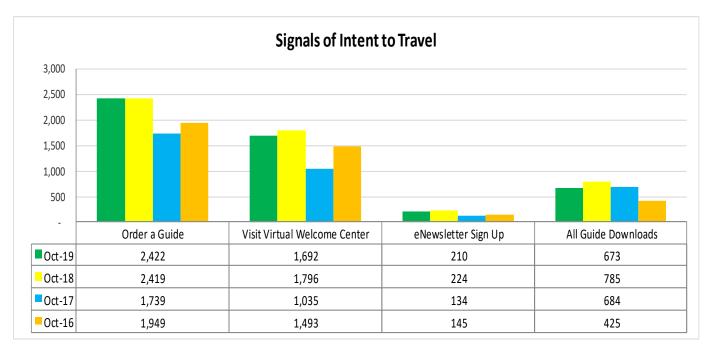
Produced by the Louisiana Office of Tourism

LouisianaTravel.com

#### LOUISIANATRAVEL.COM

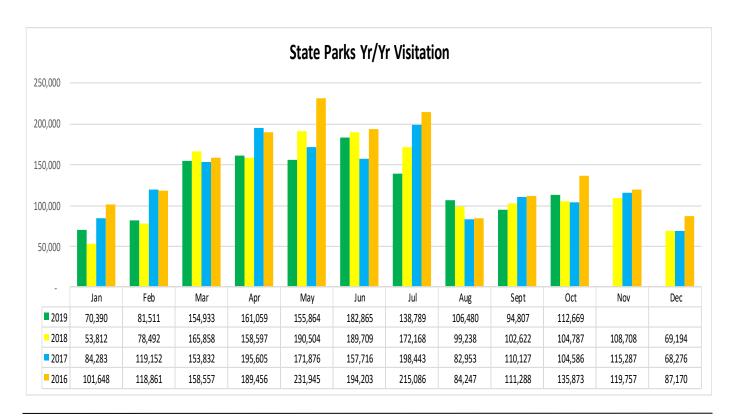


LouisianaTravel.com website showed an increase of 39.5 percent in total website visits in October 2019 over October 2018.

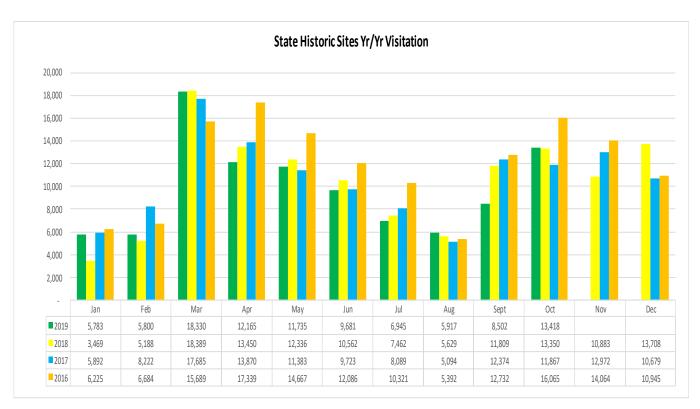


Source: Google Analytics

### STATE PARKS

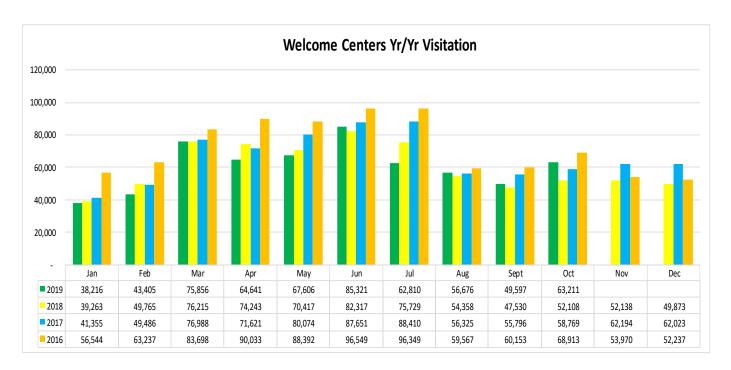


#### STATE HISTORIC SITES



Source: Louisiana State Parks

#### **WELCOME CENTERS**



Statewide welcome centers had an increase of 21 percent in visitation in October 2019 over October 2018.

<u>Note</u>: Capitol Park, Vidalia, and Alexandria I-49 Welcome Centers are permanently closed to visitors.

## **Welcome Centers Visitor Totals**

International - Oct 2019		
Mexico	1,343	
Canada*	1,051	
France	1,162	
United Kingdom	766	
Germany	559	

States** - Oct 2019	
Texas	14,172
Mississippi	5,000
Florida	4,100
Alabama	3,086
Tennessee	1,562

Cities** - Oct 2019	
1,297	
1,216	
1,172	
1,009	
628	

International		
Jan - Oct 2019		
Mexico	15,952	
Canada*	11,638	
France	10,787	
United Kingdom	6,097	
Germany	5,248	

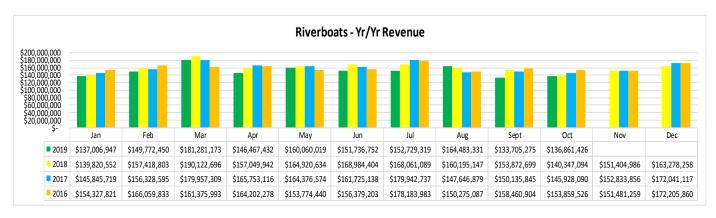
States**		
Jan - Oct 2019		
Texas	121,089	
Mississippi	49,527	
Florida	37,851	
Alabama	35,707	
Georgia	19,086	

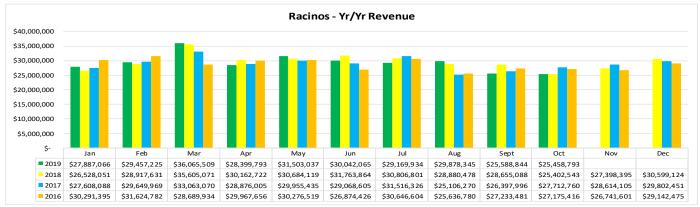
Cities**		
Jan - Oct 2019		
Houston, TX	18,839	
Mobile, AL	7,474	
Dallas, TX	5,102	
Katy, TX	4,834	
Pensacola, FL	4,458	

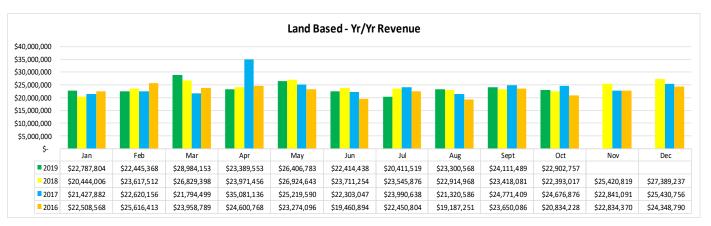
Source: Louisiana Welcome Centers

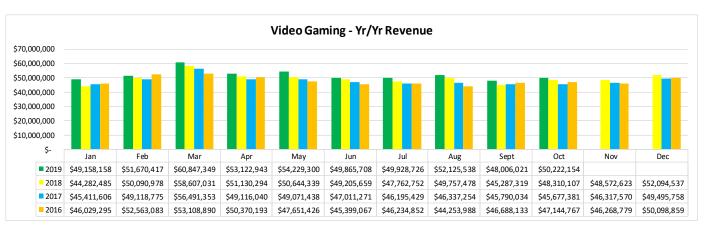
<sup>\*</sup> Includes all of Canadian provinces in total. \*\* Excludes Louisiana residents.

#### **GROSS GAMING REVENUE**









Source: Louisiana State Police